C'est Baton Rouge
When French explorers led by d'Iberville journeyed up the river in 1699-1700, they translated the Indian name into French—Le Baton Rouge. So it has remained for the past two centuries except for a short period when, under British control, it was known as New Richmond. In 1799 it became Baton Rouge again when Louisiana's Spanish Governor, Don Bernardo de Galvez, captured the British port and its garrison.

The town of Baton Rouge was incorporated in 1817. Seven governments have ruled over Baton Rouge, including France, England, Spain, the West Florida Republic, Louisiana, the Confederate States and the United States.

Baton Rouge's military history records three battles, the last in 1862 when Confederate forces under Breckinridge fought the Third Battle of Baton Rouge against segments of the Federal XIX Corps under Gen. Williams and Admiral Farragut's naval forces.

At the turn of the century, the town began to develop industrially because of its location on the first bluff north of the Gulf of Mexico. It is now a city with a metropolitan population of over 300,000.

History

A tall red cypress, stripped of its bark, once stood on a 50-foot bluff along the east bank of the Mississippi River. It marked the dividing line between the hunting grounds of the Houma and Bayou Goula Indians. They called it "Istrouma", which means Red Stick.
Pronunciation Guide

Louisiana has a proud and colorful heritage, and many of the geographic and family names reflect the combination of French, Spanish and German influences during its early development.

Here's a short pronunciation guide that can help you get a head start on a Louisiana vocabulary.

Amite River: ay-meet or ay-mit
Atchafalaya River: uh-chaff-uh-lie-uh
Baton Rouge: bat'n-roozh
Bayou Bleu: by-uh bloo
Beauchamp: bee-chum
Bonnet Carre Spillway: bon-nay kay-ray
Bossier City: boh-zhor
Broh
Calcasieu Parish: kal-keh-shoo
Cormite River: koh-meet
Delahoussaye: del-uh-hoo-see
Dubois: doo-boyz
Fontainbleau: fon-tain-bloh
Fontenot: font'n'oh
Gautreaux: goh-troh
Goudchaux: god-chaw
Gremillion: grem-i-on
Hebert: ay-bair
Houma: ho-muh or hoo-muh
Lake Pontchartrain: ponchahr-trayn
LeBlanc: luh-blah (n)
Natchitoches: nak-i-tush
New Orleans: or-le-uhnz, orl-ynunz, or-linz
Opelousas: op-uh-foo-sus
Ouachita River: wah-shi-tau
Plaquemine: plack-uh-min
Plaquemine: plack-uh-min
Rapides Parish: ra-peeds
Tangipahoa Parish: tanj-i-puh-ho-uh
Thibodaux: tib-uh-doh
Vieux Carre: vyoo kay-ray
Hotels & Motels

If you intend on staying at a hotel or motel upon your arrival and want to make reservations beforehand, here's a list of very comfortable accommodations. Check your LNB map and choose one located near your job or an area of town where you might be interested in living.

Alamo Plaza
4203 Florida Blvd
(504) 924-7231

Bellemont Motor Hotel
7370 Airline Highway
(504) 925-8612
1-800-272-8300

Best Western Inn
5955 Airline Highway
(504) 356-2531
1-800-528-1234

Capitol House
201 Lafayette
(504) 383-7211
1-800-528-1234

Corporate Hilton
Corporate Square 811-10 & College Dr.
(504) 924-5000
1-800-562-9045

Days Inn
1-12 and Airline Highway
(504) 293-9680
1-800-241-7200

Days Inn
Hwy. 415 Port Allen
(504) 387-0671
1-800-241-7200

Holiday Inn East
I-10 and College Dr.
(504) 925-2451
1-800-654-2000

Howard Johnson's East
I-10 and College Dr.
(504) 925-2451
1-800-654-2000

Howard Johnson's West
Hwy. 415 Port Allen
(504) 387-1900
1-800-654-2000

Monarch Inn
10920 Meadow Road
(504) 293-9370
1-800-528-1234

Oak Manor
8181 Airline Highway
(504) 925-8102

Prince Murat Inn
1480 Nicholson Dr
(504) 387-1111

Ramada Inn
1-12 and Airline Highway
(504) 293-4100
1-800-228-2828

Ramada Inn
Hwy. 415 Port Allen
(504) 383-7188
1-800-228-2828

Rodeway Inn
I-10 and Acadian Thruway
(504) 925-8141
1-800-228-2000

Shades Friendship Inn
8282 Airline Highway
(504) 293-8411
1-800-383-9988

Sheraton Hotel
1-10 and College Dr.
(504) 925-2244
1-800-325-3535

Ten Flags Inn Motel
7682 Airline Highway
(504) 924-3013

Travel Lodge
427 Lafayette St
(504) 387-0421
1-800-255-3050

Universal Motel
744 Ficker
(504) 775-6750

Realtors

A listing of all Baton Rouge realtors can be found in the yellow pages of the city telephone directory. The library in your town may carry a Baton Rouge directory. A listing of realtors can also be obtained from the Baton Rouge Chamber of Commerce.

Apartments

LNB's newcomer department can assist you in obtaining current rental information for apartments in the Baton Rouge area. Just call us at (504) 389-4220.

A copy of Tenant's Rights and Responsibilities can be obtained by writing the Governor's Office of Consumer Protection, P.O. Box 44091, Capitol Station, Baton Rouge, La., 70804. A free apartment guide can be obtained by writing the Baton Rouge Chamber of Commerce, 564 Laurel Avenue, Baton Rouge, La., 70802.
Utilities

Gas and Electricity
Gulf States Utilities
446 North Boulevard
387-0100

Deposit for
apartments, houses, trailers
and duplexes: $75

Dixie Electric
16262 Wax Road
Greenwell Springs, La. 70739
261-1177
Monday-Friday (8-4:30)

Deposit for
apartments, trailers, camps
and rent homes: $65
Homeowners: $25

Water
Baton Rouge Water Works Co.
4615 Government Street
928-1000
Monday-Friday (9-5)
Rent houses: $15
No deposit for homeowners

Telephone
South Central Bell
525 Florida Blvd.
382-9000
Monday-Friday (8:30-4:30)

Deposits vary. Call
office for further information.

Trash Collection
If you live in the city
limits, your garbage will be
picked up twice each week.
Call 389-3254 to find out what
days garbage is collected in
your neighborhood.

Pets

Cats and dogs three
months or older must have
rabies vaccinations each year.
Within city parish or a
recognized subdivision, pets
must be fenced or leashed.
In rural areas, they may run
loose as long as they don't
bother anyone.

Because of the damp
climate in South Louisiana,
animals are more likely to
become infected with
heartworms, especially if your
pet is kept outside. Ask your
veterinarian what precautions
you can take to prevent this.

Animal Control Center
2680 Progress
(Ryan Airport)
774-7700

Shopping

A Shopping Center
Guide can be obtained through
the Baton Rouge Chamber of
Commerce. It contains a list
of stores in operation in the
various shopping centers
and a map showing where
the shopping centers are
located.
COMMUNITY 3
Driver Information

You must obtain a driver's license within 90 days after your arrival in Louisiana. For complete information about tests and regulations, write:

Louisiana Department of Public Safety
Driver Management Bureau
Information
P. O. Box 64886
Baton Rouge, LA 70896

Here are a few facts that might interest you:

1. Persons under 18 and married must present a marriage license and birth certificate to the examiner when applying for a driver's license.

2. Out-of-state students don't need a Louisiana license, but their dependents do.

3. If you are from another state and have lost your license or have an expired license, you need to present your birth certificate, and if you are a married woman, your marriage license. You will also need to present a clearance from the state where you had your previous license.

4. When applying for your first driver's license, bring your birth certificate and/or other identification such as school or church records. If you are under 18, you must have the signature of one parent. If you are under 18, your parent must make certification that all vehicles owned by him are covered by liability insurance.

5. The driver's license testing office in Baton Rouge is located at 7701 Independence Boulevard and the telephone number is 925-6343. There are also testing offices located in the area at the following: Baker, LA—City Hall Annex; Denham Springs, LA; Port Allen, LA—Courthouse.

License Costs:
- Class A (Drivers) (4 years) $7.00
- Duplicate $1.50
- La. Chauffeurs (4 years) $18.00
- Motorcycle (4 years) $3.00
- Learner's Permit $7.00

Only cash is accepted for license purchase.

Voter Registration

To register to vote, go to the new Governmental Building, Room 201, at 222 St. Louis Street, between the hours of 8:30 a.m. and 4:30 p.m. Bring a Louisiana driver's license or other identification such as a paycheck showing your new address. You will fill out a form there and they will mail you a registered voter's card with your name, address and location of your voting polls. There is no residence requirement. Registrar of Voters 389-3940.

Boat Registration

You can register your boat at any marine dealership in town. They will forward the papers to the Wildlife and Fisheries Department in New Orleans. You may also write directly to the Department of Wildlife and Fisheries Department, 400 Royal Street, New Orleans, LA 70130.

Post Offices

A listing of Baton Rouge Post Offices can be found in the blue pages of the telephone directory. A map showing Baton Rouge's postal zones and their zip codes can be found on the first page of the yellow pages. Zip code boundaries are also marked on your LNB map.
# Hospitals

- **Baton Rouge General**
  3600 Florida
  387-7000

- **Doctor's Memorial Hospital**
  2414 Bunker Hill Drive
  927-9050

- **Greenwell Springs Hospital**
  Tuberculosis Unit
  Greenwell Springs Rd.
  261-2730

- **Lane Memorial Hospital**
  6300 Main
  Zachary, La.
  654-4511

- **Louisiana State**
  Earl K. Long Memorial
  5825 Airline Highway
  356-3361

- **Our Lady of the Lake**
  5000 Hennessy Boulevard
  769-3100

- **Woman's Hospital**
  9050 Airline Highway
  927-1300

# Education

- **Baton Rouge Elementary, junior high and high schools** begin approximately August 26 and end May 30.

- **Southern University** and **LSU** begin fall semester in late August, spring semester in early January and summer session in early June. Refer to your LNB map for locations of elementary schools and layouts of LSU and Southern campuses.

  For further information, call or write:

  - **East Baton Rouge Parish School Board**
    1050 S. Foster Drive
    Baton Rouge, La. 70806
    926-2790

  - **Registrar's Office**
    Southern Station
    Southern University
    Baton Rouge, La. 70813
    771-5050

  - **Registrar's Office**
    Room 112 T. Boyd Hall
    LSU
    Baton Rouge, La. 70803
    388-1686

# Churches

A complete listing of Baton Rouge churches, many with service times noted, can be found in the yellow pages of the telephone directory.

- **Our Lady of the Lake**
  5000 Hennessy Boulevard
  769-3100

- **Registrar's Office**
  Southern Station
  Southern University
  Baton Rouge, La. 70813
  771-5050

- **Registrar's Office**
  LSU
  Room 112 T. Boyd Hall
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The East Baton Rouge Parish Health Center is located at 353 North 12th. Call 342-1711.

A listing of Baton Rouge nursing homes can be found in the yellow pages of the telephone directory.
Taxes
In Louisiana, property tax is levied at the state, parish and city levels. Assessment for all three levels is determined by the parish assessor. The property tax for commercial and residential property is based on the fair market value which is determined by the assessor's office.

For information on Sales and Use Tax please write to:
City Parish Revenue Division
P.O. Box 2590,
Baton Rouge, Louisiana 70821

For information on Corporate Income Tax please write to:
Department of Revenue and Taxation
Corporation and Franchise Section
P.O. Box 3440
Baton Rouge, Louisiana 70821

For information on Personal Income Tax please write to:
Department of Revenue and Taxation
Individual Income Tax Section
P.O. Box 3440
Baton Rouge, Louisiana 70821

Bank Services
The Louisiana National Bank family is eager to serve you and help make you feel at home in Baton Rouge. That's why we have more locations than any other bank in town. What's more, we're convenient. Just check your LNB map and see!

No matter what your checking needs, one of our plans will suit you perfectly. Choose the one that's right for you.

• The All Account:
The checking plan that gives you everything. Here's what you get:
  • Unlimited checking
  • Unlimited personalized checks
  • $10,000 accidental death insurance
  • LNB24
  • Travel and lodging discounts
  • Free Traveler's cheques
  • Automatic savings plan
• The Minimizer Account:
For those who want to pay as little as possible for a regular checking account. Monthly service charge varies according to balance.

Savings Plans
LNB's savings plans are designed to help you accumulate money for the things you want in life. Each account earns the highest annual interest allowed by law, and your money is insured up to $100,000 by the Federal Deposit Insurance Corporation. LNB offers a wide range of savings plans. Which one will best help you save for the things you want?

Regular Savings: Open your account with a minimum balance, and make deposits in any amount whenever you want. Interest on your savings is compounded monthly; and when you deposit by the 10th of the month, you earn from the first.

Credit
Before moving to Baton Rouge, be sure to transfer your credit records so that a credit rating will be established here upon your arrival. Have your local credit bureau mail your records to either:
Credit Bureau
of Baton Rouge, Inc.

4950 Government Street
Baton Rouge
Louisiana 70806

Credit Bureau
of the South
1012 S. Acadian Thruway
Baton Rouge, Louisiana 70806

• The Easy Budget Account:
For those who only write a few checks a month.

• The NOW Account:
The checking account that earns interest. You pay no service charges when you keep a minimum of $2,000 in your account. If your balance falls below the minimum, there is a small monthly service and transaction charge. If you use The Bill System, The LNB Credit Card or LNB24 to make a withdrawal, the transaction fee is waived.
Christmas Club Savings:
Earns interest from the date of each deposit.

Golden Savings:
This requires a $500.00 initial deposit, but after that you can add whenever you want, in any amount. Interest is compounded quarterly.

Bank Cards
LNB24—The bank that never closes, never.
Your LNB24 card means 24 hour banking service, seven days a week. With LNB24 you can take care of all your regular banking needs anytime, day or night. Make deposits, payments or withdraw cash in increments of $5 from your LNB checking, savings or VISA accounts, up to $200 per day. You can also inquire about your account balances and transfer money from one account to another.

VISA—Accepted all over the world.
LNB has three special VISA cards to meet your every need.

- The LNB Checking Card:
Not a credit card, your LNB Checking Card is used just like a check. When you make a purchase using this special card, the money comes directly from your checking account. Better than a check because there is no I.D. hassle.

- The LNB Credit Card:
Money when you need it. Use your LNB/VISA Credit Card for shopping, travel, clothes or anything else you need— even cash.

- Executive VISA: The ultimate bank card. This prestigious card will let you do more than any other card, anywhere. Features very high spending limits, automatic travel insurance, guaranteed hotel reservations and many other extras.

MASTERCARD—When you carry MasterCard, you carry clout.
MasterCard is the credit card that's instantly recognized by literally thousands of merchants across the globe. It means your credit is good just about anywhere, so you can buy what you like, travel where you want and get cash if you need it. Now that's real clout!

The Bill System
The Bill System lets you pay your bills by phone. The Bill System makes bill paying easier because it eliminates the hassle of writing checks, licking stamps, addressing and mailing envelopes. You can pay any bill you wish— anywhere, anytime. And it saves you money too, with no limit on the number of bills you can pay.
Visit any LNB office and get on The Bill System. Just bring with you a list of the merchants you want to pay, your account numbers with those merchants and their addresses.
Special Savings Plans
LNB offers a selection of special high-interest savings plans, as well as tax-sheltered retirement programs. Call any LNB office for details and current rates.

- IRA/Keogh: High interest, tax-sheltered plans for retirement savers.
- Certificates of Deposit: With a minimum initial deposit of $500, you agree to leave the money on deposit for a specified period of time. Certificates earn the maximum interest rates.

- Money Market Certificate: $10,000 minimum to start. Earns interest based on current U.S. Treasury Bill rate.
- Tax-Free Savers Certificates (All Savers): With a $500 minimum to start, your money earns 70% of the U.S. Treasury Bill rate, tax-free! Individual savers are allowed to earn up to $1,000 in tax-free interest, married couples filing a joint return, up to $2,000.

Other Services
- Simple Interest Loans
- Complete Trust Services
- Leasing
- Financial Counseling
- Safe Deposit Boxes
- Exchange

When you arrive in Baton Rouge, check your LNB map for the most convenient location to your home or office and stop by to see us. You can open all of your accounts at this visit. Our friendly account representatives will be happy to assist you with all your financial needs.
"Laissez les bons temps rouler"
(Lei the good times roll)
For people who enjoy life,
Baton Rouge is the greatest spot on earth. It's green and shady, filled with parks and right in the middle of more things to do than you ever dreamed possible.
Waterskiing, fishing, hunting, sailing, bicycle trips (it's flat here, you know), tennis, golf and just about anything you can think of that doesn't require snow.
Plus, Baton Rouge is 45 minutes from the heart of South Louisiana, where there's a festival almost every month of the year, and an hour from New Orleans, where the fun never stops.
For free brochures, write or call these offices:
Convention and Visitors Bureau of Baton Rouge
P.O. Box 3202
Baton Rouge, La. 70821
504-383-1825
Louisiana State Parks and Recreation Commission
P.O. Drawer 1111
Baton Rouge, La. 70802
504-924-3600
For a calendar of cultural events, write or call:
Arts and Humanities Council of Greater Baton Rouge
427 Laurel St.
Baton Rouge, LA 70801
(504) 344-8558 or 344-7777 (recording)
Newspapers
The Baton Rouge area is served by two daily newspapers and several weekly and monthly newspapers.
Daily Newspapers
Morning Advocate/State Times
525 Lafayette St.
Baton Rouge, La. 70802
383-1111
Area Newspapers
The Baker Observer
801 North Street
Baton Rouge, La. 70802
389-9539
Community Leader
1210 North Blvd.
Baton Rouge, La. 70802
343-0544
Catholic Commentator
1800 S. Acadian Thruway
Baton Rouge, La. 70802
387-0983
The Denham Springs News
686 Hatchell Lane
Denham Springs, La. 70726
665-5176
The Zachary Plainsman
5037 Main Street
Zachary, La. 70791
654-6841
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Denham Springs, La. 70726
665-5176
The Zachary Plainsman
5037 Main Street
Zachary, La. 70791
654-6841
Television Stations
WAFB (CBS) Channel 9
WBRZ (ABC) Channel 2
WAST (NBC) Channel 33
CAIV (Cable television)
WLPB (PBS) — Channel 27

Radio
WAFB — 98.1 FM
WFMF — 102 FM
WYNK — 101.5 FM
WQXY — 100.7 FM
WRKF — 89.3 FM
WPRG — 107.3 FM
WBRH — 90.3 FM
WJBO — 1150 AM
WLIX — 15.50 AM
WLCS — 91 AM
WXOK — 1460 AM
WTKL — 1260 AM
WYNK — 1380 AM
WIBR — 1300 AM

Food
Part of Louisiana's heritage is its history of fine cooking. And here in Baton Rouge, eating good food tops everyone's list of favorite things to do.
There are just too many outstanding restaurants in the area to list here, but there are some very good cookbooks that contain a variety of favorite Louisiana dishes.

River Roads Recipes
By the Junior League of Baton Rouge
C'est si bon
Heritage Recipes
By the YWCO of Baton Rouge
Cajun Country Cooking
John Uhler
Bayou Cook Book
Thomas J. Holmes, Jr.
Creole Cook Book
Latricia Hearn

Cotton Country Cooking
By the Junior League of Monroe
Louisiana Cookery
Mary Land
Talk About Good
By the Lafayette Junior League
Plantation Cookbook
By the New Orleans Junior League
A Cook's Tour
of Shreveport
By the Shreveport Junior League